

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear Chairman Powell:

I'm writing to urge you to support the proposed merger between EchoStar Communications and Hughes Electronics. I believe the merger holds tremendous potential for my company in NYC, NY which sells EchoStar's DISH Network satellite TV service. The new company will offer a more attractive product to consumers, and this will mean more business for my company.

None of my customers can receive their local broadcast channels via satellite because the DISH Network does not have the channel capacity to carry smaller television markets. Currently, EchoStar offers service in only 36 markets. This is a source of frustration for my consumers. The proposed merger between EchoStar and DIRECTV would allow the combined company to offer local broadcast channels in all 210 television markets nationwide by eliminating the duplication of identical programming carried by both services. If the merger is approved, satellite TV will be a more competitive alternative to cable, and this is good for business.

None of my customers currently have access to cable or DSL high-speed Internet access service, but it is clearly something that many of them want given the number of times I have heard them ask about it. If the merger is approved, the new Echostar will provide the homes and businesses in my area the first affordable high speed Internet access service. My customers will benefit from this merger because EchoStar and Hughes can combine their resources, satellites, and spectrum to provide high-speed satellite Internet access service on a basis that is price and quality competitive with cable modem service and DSL.

Because none of my customers currently have access to cable, they depend on satellite TV for their pay-TV service. The merger will bring to rural areas the benefits of competition with cable in the most competitive markets, because EchoStar will offer its service and price on a nationwide basis. The competition between the new EchoStar and hundreds of cable companies across the country will mean that the television product I sell will always have the best programming choices and latest innovations

High Definition Television (HDTV) was supposed to be available to the American public today, but consumers are still waiting for broadcasters and cable operators to provide the service. EchoStar and Hughes have pledged to use some of the available spectrum to increase their HDTV channel offerings, more than tripling their current HDTV offerings. I am excited because greater availability of HDTV programming will translate into more sales opportunities for my HDTV televisions and related products.

The EchoStar-Hughes merger will allow the new company to offer a stronger satellite TV product nationwide, providing local broadcast channels in every television market, and new and enhanced television services such as HDTV,

interactive TV, and more. In addition, the new EchoStar will be able to offer an affordable, high-speed Internet product to every zip code in the country. As a retailer for the DISH Network, I will benefit from increased sales. For all of these reasons, I urge you to support the EchoStar-Hughes merger.

Sincerely,

Mishka O Mura
NYC, NY 00000

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